



City of Kirkland

Request for Proposals

Tourism and Events Digital Marketing and Promotion Consultant

Job #51-23-CMO

Issue Date: Thursday, November 30, 2023
Due Date: Thursday, December 21, 2023 - 4:00 PM
(Pacific Time)

REQUEST FOR PROPOSALS

Notice is hereby given that proposals will be received by the City of Kirkland, Washington, for:

Tourism Digital Marketing and Promotion Consultant Job # 51-23-CMO

File with Purchasing Agent, Finance Department, 123 - 5th Ave, Kirkland WA, 98033

Proposals received later than **4:00 p.m. on December 21, 2023 will not** be considered.

A copy of this Request for Proposal (RFP) may be obtained from City's web site at <http://www.kirklandwa.gov/>. Click on the "Business" tab at the top of the page and then click on "Doing Business with the City" and look under the "Opportunities" tab.

The City of Kirkland reserves the right to reject any and all proposals, and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

A Service Provider response that indicates that any of the requested information in this RFP will only be provided if and when the Service Provider is selected as the apparently successful Service Provider is not acceptable, and, at the City's sole discretion, may disqualify the proposal from consideration.

The City requires that no person shall, on the grounds of race, religion, color, national origin, sex, age, marital status, political affiliation, sexual orientation, or the presence of any sensory, mental, or physical disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The City further assures that every effort will be made to ensure non-discrimination in all of its programs and activities, whether those programs are federally funded or not.

In addition to nondiscrimination compliance requirements, the Service Provider(s) ultimately awarded a contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

Dated this 30th day of November, 2023

Jay Gewin
Purchasing Agent
425-587-3123
City of Kirkland

Published in the Daily Journal of Commerce – November 30th and December 7th of 2023.

City Background Information

The City of Kirkland is located on the eastern shore of Lake Washington. It is a suburban city, surrounded by other suburban cities and pockets of unincorporated King County. The City is near several major transportation routes including Interstate 405, State Route 520, and Interstate 5. These routes connect the City economically and socially to the greater Seattle area.

At the time of incorporation in 1905, the City of Kirkland's population was approximately 530. The current population is 96,920, and Kirkland is the twelfth largest city in the State of Washington and the sixth largest in King County.

Since its incorporation, Kirkland has grown in geographic size to eighteen square miles - approximately twenty times its original size. This growth occurred primarily through the consolidation of the cities of Houghton and Kirkland in 1968, the annexations of Rose Hill and Juanita in 1988 and the annexation of North Juanita, Finn Hill, and Kingsgate areas in 2011.

Kirkland operates under a Council-Manager form of government. The City Council is the policy-making branch of Kirkland's government and consists of seven members elected at large to staggered, four-year terms. The Mayor is elected from within the Council. The City Council is supported by several advisory boards and commissions and the City Manager. The City Manager is appointed by the City Council and serves as the professional administrator of the organization, coordinating its day-to-day activities.

Purpose of Request

The City of Kirkland, herein referred to as City, and its Tourism Development Committee (TDC) is soliciting proposals from qualified consultants to design, create, execute, manage, and report on a digital marketing and promotion strategy for the City's Explore Kirkland tourism program and for the events that occur in Kirkland. The consultant's role will include analyzing the City's brand, assets, and positioning; and then recommending and executing an approach and campaign strategy that leverages the City's existing brand, tourism assets, events hosted in the City, and regional positioning. The effort should commence at the earliest opportunity and focus on the City's tourism program during the 'shoulder' seasons of winter/spring 2024 in Kirkland and highlight events that opt into digital marketing support offered by the City throughout the year.

The City seeks a consultant with proven experience in digital marketing and promotion for Destination Marketing Organizations (DMOs), with preference given for consultants with experience with this type of work for municipal and regional tourism programs.

The primary goal of the City's tourism program is to generate overnight hotel stays in the City of Kirkland. This 'heads in beds' strategy forms the fundamental objective of a digital tourism marketing and promotion strategy for the Explore Kirkland tourism program. Analytics on leads to hotels and conversions, if possible, is of primary importance to the strategy and effort.

Background

The digital marketing and promotion strategy for Explore Kirkland platform and events in Kirkland is intended to assist the Kirkland tourism industry, local hotels, and local businesses.

The City's tourism program does currently have a comprehensive digital marketing strategy in addition to Search Engine Optimization (SEO) for the City's ExploreKirkland.com and ShopLocalKirkland.com platforms. For the first time, the City will be offering digital marketing promotion for events in Kirkland that opt in to be included. The Consultant will be provided with a schedule of events and marketing materials for each event to be included in an "Events in Kirkland" digital marketing campaign with optimized marketing to maximize the opportunity of driving tourism to Kirkland, in addition to the current marketing of the Explore Kirkland platform.

The digital marketing and event promotion strategy is expected to function as a key motivator for hotel stays and spending patterns in the City during the less travelled 'shoulder' seasons, assist the City's businesses, and highlight the diverse array of events occurring in Kirkland. The tourism digital marketing and promotion strategy will be staffed by City staff in the City Manager's Office (CMO) and other departments as needed. Specifically, the Deputy City Manager for External Affairs and communications and economic development staff in CMO will be active participants during the program's procurement, design, implementation, and reporting.

Submission Review Timeline

The schedule for review of submissions and final selection of the Consultant is as follows:

November 30, 2023	RFP Opens for submissions
December 11, 2023 - 5:00 PM	Questions are due in writing
December 14, 2023	Responses to questions posted to City website
December 21, 2023 – 4:00 PM	Deadline for submission
December 26, 2023- January 9, 2024	Submission evaluation period, <i>may include interviews</i>
January 12, 2024	Selected submission notified
January 25, 2024	Kick off meeting

Contract Requirements and Fees

If your proposal is accepted, the following fees and requirements will be due upon award, prior to issuance of a contract:

1. Compliance with Law/City of Kirkland Business License

- Contractor must obtain and provide a copy of a City of Kirkland Business License and otherwise comply with Kirkland Municipal Code Chapter 7.02.
- The Contractor shall comply with all applicable State, Federal and City laws, ordinances, regulations, and codes.

2. Insurance

Contractor’s insurance should be consistent with the requirements found in the sample agreement shown as Attachment A.

Selection Criteria

The City will make a selection based on the evaluation of the written proposals. The City may also conduct an interview process with scoring used to determine the selected proposer. The City may elect to interview some or all proposers. The City reserves the right to make a selection based only on the evaluation of the written proposals. Written proposals and interviews will be evaluated based on the following weighted criteria:

Statement of Interest/Understanding	10 pts
Company background and prior experience	20 pts
Experience and qualifications of assigned personnel	20 pts
Scope of work approach	20 pts
<u>Cost schedule</u>	<u>30 pts</u>
<i>Total</i>	<i>100 pts</i>

Selection Process

A selection committee will review all proposals, select finalist(s) and may conduct interviews prior to making the final selection of the consultant.

Prior to the commencement of work, the City and the selected consultant will meet either virtually or in person to settle contract details. A notice to the consultant of the City’s award will constitute notice to proceed. The City is not responsible for any costs incurred by the consultant in the preparation of the proposal. Once submitted to the City, all proposals will become public information.

Scope of Work and Cost Proposal

The Scope of Work and Cost Proposal submitted for the project should include the scope of services, referenced to the project Work Plan and Timeline. Additionally, the Cost Proposal should include services as well as a cost proposal/budget for the purchase of the digital ad spend and distribution costs of the campaign.

The City expects a proven delivery model with a supporting implementation plan and schedule. The implementation plan should be based on the proposer's best-practice implementation methodology and expert opinion. The City expects the solution provider to work on site for key implementation duties, business and hotel onboarding and meetings as mutually determined in the implementation plan and schedule. Remote work is acceptable if online meeting tools are working efficiently, as determined by the City.

This scope of work is what the City believes it needs to be successful. However, the City expects each proposer to outline how such scope or additions or subtractions will be accomplished using the proposer's expert knowledge.

Project Management and Financial Controls

The City expects industry-standard project management processes and controls, including financial controls:

1. Project delivery model;
2. Project deliverable acceptance;
3. Project management processes and controls;
4. Project assumptions;
5. Key management artifacts:
 - a. Project management plan;
 - b. Project schedule;
 - c. Solution-provider resource schedule;
 - d. Risk and issue management plan;
 - e. Appropriate project controls;
 - f. Appropriate financial controls
 - g. Quality assurance plan (artifacts, deliverables, and solution).
 - h. Project status reports/meeting schedules

Implementation and Support

The scope below should be used to guide the proposers when proposing the implementation plan and pricing proposal for this RFP. This scope is structured for milestone/deliverable-based delivery and pricing proposals. The outline below is inclusive, but not necessarily an exhaustive list of required activities.

The outline is not in order of execution; it is up to the proposer to propose the implementation plan, project work plan, and schedule that reflect the outlined activities and the proposer's recommended activities and sequencing.

The City strongly prefers an agile/iterative approach for the implementation, from discovery to deployment of the strategy.

Launch is the go-live date when the entire program is launched for public. The City expects to launch the program for stakeholders at one time.

The City expects a scope involving articulated phases, or a similar approach based on the proposer's expert knowledge.

1. Current State Assessment

Goal: Ensure thorough understanding of Kirkland's Explore Kirkland tourism program, hospitality and business community, Shop Local Kirkland initiative, the City of Kirkland and its visitors/users/consumers/program stakeholders. Conduct interviews and/or other outreach to understand key issues and consumer / visitor engagement.

2. Branding, Messaging and Design

Goal: Review and analyze the City's tourism brand, messaging, events, relative positioning, strengths, opportunities etc. to inform the digital marketing and promotion strategy;

3. Strategy Design & Development

Goal: Design, brand, and recommend a digital marketing strategy aligned with the City of Kirkland's position in the region, Explore Kirkland tourism program, and events to promote tourism to the City from 50 miles away or more;

4. Content Creation

Goal: Create all content and collateral needed for the strategy, and/or subcontract for such content;

5. Strategy Implementation and Campaign Management

Goal: Effectively implement the digital marketing and promotion strategy

6. Monthly Management and Reporting

Goal: Manage and report on the program each calendar month;

7. Public Relations, Media Management

Goal: Create and execute public relations strategy to capture media and press coverage and any collateral associated with the strategy if needed;

8. Make City Staff Ready for Implementation

Goal: Ensure the City teams understand and are well trained to perform staff functions necessary to program success prior to and throughout implementation.

9. Assist Stakeholders

Assist City staff, the TDC, hotels, local business support organizations, local businesses and other stakeholders to help disseminate and leverage the marketing and promotion strategy;

The City requests firm, fixed-price proposals to provide the above services for a program period the initial three-year term from January to December. The cost proposal should also include the proposed budget for digital ad purchase and/or other costs of strategy implementation. These dates may be subject to change, and the City welcomes suggested refinements to the scope and timeline on the part of applicants as necessary.

Term of Contract

The initial term of the agreement shall be for 3 years, with the option for a 2-year extensions, up to 5 years maximum.

Submission Criteria

Proposals should be prepared simply, providing straight forward, concise descriptions of the applicant's capabilities to satisfy the requirements of the request. Maximum page count for proposals is 25 pages.

Proposals must include the following:

1. Brief Statement of Interest/Understanding
2. A Description of Qualifications, including:
 - Business experience
 - Relevant project specific experience
 - Company background information including time the company has been in business
 - Number of employees
 - Identified project manager and team, detailing their experience working on similar projects
3. Work Plan including:
 - Work Plan, including staffing and scheduling. Provide a well-conceived service plan establishing understanding of City's requirements and Proposer's ability to satisfy the requirements, schedule, customer service component, and approach in providing the services. Proposers may also suggest technical, procedural innovations, or new concepts that have been used successfully on other engagements and which may provide the City with better service delivery. Proposals should outline the following details:
 - Work Plan and Timeline with key deliverables, including business process reviews, tasks, and activities.
 - Proposed project management services, including role of the Project Manager, on-site presence, and proposed quality assurance procedures.
 - Proposed staff assigned to project with key roles, their qualifications and responsibilities, and approximate dedication of each resource and approximate time work will be completed on-site versus off-site.
 - Explain roles and responsibilities the City is expected to provide.
 - Provide a sample project plan.
 - Include a training program and describe any on-site training needed for staff and other stakeholders and if any training will be done remotely.
4. Project Cost Proposal including:
 - A Cost Proposal for proposed services which references key milestones and deliverables on the Work Plan and the Timeline and includes a proposed budget for

the purchase of digital advertising during the project period and/or other associated costs of the campaign.

5. Examples of relevant projects:
 - Provide past examples of digital marketing and promotion strategies completed, preferably for other DMOs and government entities related to tourism.
6. References:
 - Please provide three Client references.

Proposal Submittal Instructions

Please note: The following general requirements are mandatory for all proposals. Proposals submitted after the deadline date and time or lacking one or more of the following requirements will not be accepted.

1. **Proposals must be received by no later than 4:00 p.m. on December 21, 2023 (Pacific Time).**
2. We encourage proposals to be submitted by email. Emailed proposals should include, "Tourism Digital Marketing and Promotions Consultant – Job # 51-23-CMO" the subject line and be addressed to purchasing@kirklandwa.gov.
3. All proposals sent electronically must be in the form of a PDF or MS Word document and cannot exceed 20MB.
4. Maximum page count for proposals is 25 pages.
5. All proposals must include the legal name of the organization, firm, individual or partnership submitting the RFP. Include the address of the principal place of business, mailing address, phone numbers, emails, fax number (if one exists) and primary contact person.
6. To be evaluated, a proposal must address all requirements and instructions contained within.
7. Provide all references and materials required by the RFP instructions within.

Questions: Questions regarding the scope of work and request for proposals should be submitted in writing and should be addressed to Diana Hart, Government Affairs Manager via e-mail at dhart@kirklandwa.gov .

Questions regarding the RFP process should be directed to Jay Gewin, Purchasing Agent at purchasing@kirklandwa.gov

The deadline to submit questions is 5:00 PM PDT on December 11, 2023. Responses to questions will be posted on the [City's website](#) on December 14, 2023.

Contract

The Consultant and the City will execute a Professional Services Agreement for the Tourism Digital Marketing and Promotion Consultant role including all the requirements found in the sample agreement shown as Attachment A.

To enter into a Professional Services Agreement (contract) with the City of Kirkland, Consultant will need to provide a W9, proof of relevant insurance requirements on the contract, and obtain a Kirkland business license.

Invoicing

Payments will be made upon submission of invoice, not to exceed twice per month for the project duration.

Terms and Conditions

- A. The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- B. Proposers responding to this RFP must follow the procedures and requirements stated in the RFP document. Adherence to the procedures and requirements of this RFP will ensure a fair and objective analysis of your proposal. Failure to comply with or complete any part of this RFP may result in rejection of your proposal.
- C. The City reserves the right to request clarification of information submitted, and to request additional information on any proposal.
- D. The City reserves the right to award any contract to the next most qualified agency, if the successful agency does not execute a contract within 30 days of being notified of selection.
- E. Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of one hundred and twenty (120) days to sell to the City the services described in the attached specifications, or until one or more of the proposals have been approved by the City administration, whichever occurs first.
- F. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City and shall reflect the specifications in this RFP. A copy of the City's standard Professional Services Agreement is available for review (see attachment A). The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP and which is not approved by the City Attorney's office.
- G. The City shall not be responsible for any costs incurred by the agency in preparing, submitting or presenting its response to the RFP.

- H. Any material submitted by a proposer shall become the property of the City. Materials submitted after a contract is signed will be subject to the ownership provision of the executed contract.
- I. The City reserves the right not to award any portion of this RFP or the project in entirety if it finds that none of the proposals submitted meets the specific needs of the project. The City reserves the right to modify the scope of work and award portions of this RFP to the selected vendor. The City reserves the right to award this work to multiple vendors if the scope of work would be best completed by multiple vendors and their associated experience.

Cooperative Purchasing

Chapter 39.34 RCW allows cooperative purchasing between public agencies in the State of Washington. Public agencies which have filed an Intergovernmental Cooperative Purchasing Agreement with the City may purchase from City contracts, provided that the consultant agrees to participate. The City does not accept any responsibility for contracts issued by other public agencies, however.

Public Disclosure

Once submitted to the City, proposals shall become the property of the City, and all proposals shall be deemed a public record as defined in "The Public Records Act," chapter 42 section 56 of the RCW. Any proposal containing language which copyrights the proposal, declares the entire proposal to be confidential, declares that the document is the exclusive property of the proposer, or is any way contrary to state public disclosure laws or this RFP, could be removed from consideration. The City will not accept the liability of determining what the proposer considers proprietary or not. Therefore, any information in the proposal that the proposer claims as proprietary and exempt from disclosure under the provisions of RCW 42.56.270 must be clearly designated as described in the "Proprietary Material Submitted" section above. It must also include the exemption(s) from disclosure upon which the proposer is making the claim, and the page it is found on must be identified. With the exception of lists of prospective proposers, the City will not disclose RFP proposals until a bid selection is made. At that time, all information about the competitive procurement will be available with the exception of: proprietary/confidential portion(s) of the proposal(s), until the proposer has an adequate opportunity to seek a court order preventing disclosure. The City will consider a proposer's request for exemption from disclosure; however, the City will make a decision predicated upon RCW 42.56.

DBE (Disadvantaged Business Enterprise) Participation

The City encourages DBE firms to submit qualifications and encourages all firms to team with DBE firms in their pursuit of this project.

Federal Debarment

The Bidder shall not currently be debarred or suspended by the Federal government. The Bidder shall not be listed as having an "active exclusion" on the U.S. government's "System for Award Management" database (www.sam.gov).



PROFESSIONAL SERVICES AGREEMENT
6/30/2020

The City of Kirkland, Washington, a municipal corporation ("City") and _____, whose address is _____ ("Consultant"), agree and contract as follows.

In consideration of the mutual benefits and conditions set forth below, the parties agree as follows:

I. SERVICES BY CONSULTANT

- A. The Consultant agrees to perform the services described in Attachment _to this Agreement, which attachment is incorporated herein by reference.
- B. All services and duties shall be conducted and performed diligently, completely and in accordance with professional standards of conduct and performance.

II. COMPENSATION

- A. The total compensation to be paid to Consultant for these services shall not exceed \$ _____, as detailed in Attachment _____.
- B. Payment to Consultant by the City in accordance with the payment ceiling specified above shall be the total compensation for all services performed under this Agreement and supporting documents hereto as well as all subcontractors' fees and expenses, supervision, labor, supplies, materials, equipment or the use thereof, reimbursable expenses, and other necessary incidentals.
- C. The Consultant shall be paid on the basis of invoices submitted. Invoicing will be on the basis of percentage complete or on the basis of time, whichever is applicable in accordance with the terms of this Agreement.
- D. The City shall have the right to withhold payment to Consultant for any services not completed in a satisfactory manner until such time as Consultant modifies such services to the satisfaction of the City.
- E. Unless otherwise specified in this Agreement, any payment shall be considered timely if a warrant is mailed or is available within 45 days of the date of actual receipt by the City of an invoice conforming in all respects to the terms of this Agreement.

III. TERMINATION OF AGREEMENT

The City or the Consultant may terminate or suspend this Agreement at any time, with or without cause, by giving ten (10) days' notice to the other in writing. In the event of termination, all finished or unfinished reports, or other material prepared by the Consultant pursuant to this Agreement, shall be provided to the City. In the event the City terminates prior to completion without cause, consultant may complete such analyses and records as may be necessary to place its files in order. Consultant shall

be entitled to receive just and equitable compensation for any satisfactory services completed on the project prior to the date of termination, not to exceed the payment ceiling set forth above.

IV. OWNERSHIP OF WORK PRODUCT

- A. Ownership of the originals of any reports, data, studies, surveys, charts, maps, drawings, specifications, figures, photographs, memoranda, and any other documents which are developed, compiled or produced as a result of this Agreement, whether or not completed, shall be vested in the City. Any reuse of these materials by the City for projects or purposes other than those which fall within the scope of this Agreement or the project to which it relates, without written concurrence by the Consultant will be at the sole risk of the City.
- B. The City acknowledges the Consultant's plans and specifications as instruments of professional service. Nevertheless, the plans and specifications prepared under this Agreement shall become the property of the City upon completion of the services. The City agrees to hold harmless and indemnify consultant against all claims made against Consultant for damage or injury, including defense costs, arising out of any reuse of such plans and specifications by any third party without the written authorization of the Consultant.
- C. Methodology, materials, software, logic, and systems developed under this Agreement are the property of the Consultant and the City, and may be used as either the consultant or the City sees fit, including the right to revise or publish the same without limitation.
- D. The Consultant at such times and in such forms as the City may require, shall furnish to the City such statements, records, reports, data, and information as the City may request pertaining to matters covered by this Agreement. All of the reports, information, data, and other related materials, prepared or assembled by the Consultant under this Agreement and any information relating to personal, medical, and financial data will be treated as confidential only as allowed by Washington State laws regarding disclosure of public information, Chapter 42.56 RCW

The Consultant shall at any time during normal business hours and as often as the City may deem necessary, make available for examination all of its records and data with respect to all matters covered, directly or indirectly, by this Agreement and shall permit the City or its designated authorized representative to audit and inspect other data relating to all matters covered by this Agreement. The City shall receive a copy of all audit reports made by the agency or firm as to the Consultant's activities. The City may, at its discretion, conduct an audit, at its expense, using its own or outside auditors, of the Consultant's activities which relate, directly or indirectly, to the Agreement.

Consultant will provide all original operation and maintenance manuals, along with all warranties, from the manufacturer for any equipment or items installed or supplied to the City as part of this contracted project.

The Consultant shall maintain accounts and records, including personnel, property, financial, and programmatic records, which sufficiently and properly reflect all direct and indirect costs of any nature expended and services performed pursuant to this Agreement. The Consultant shall also maintain such other records as may be deemed necessary by the City to ensure proper accounting of all funds contributed by the City to the performance of this Agreement.

The foregoing records shall be maintained for a period of seven years after termination of this Agreement unless permission to destroy them is granted by the Office of the Archivist in accordance with RCW Chapter 40.14 and by the City.

V. GENERAL ADMINISTRATION AND MANAGEMENT

The City Manager's Office for the City of Kirkland shall review and approve the Consultant's invoices to the City under this Agreement, shall have primary responsibility for overseeing and approving services to be performed by the Consultant, and shall coordinate all communications with the Consultant from the City.

VI. COMPLETION DATE

The completion date for the Consultant's performance of the services specified in Section I is _____.

Consultant will diligently proceed with the services contracted for, but consultant shall not be held responsible for delays occasioned by factors beyond its control which could not reasonably have been foreseen at the time of the execution of this Agreement. If such a delay arises, Consultant shall forthwith notify the City.

VII. SUCCESSORS AND ASSIGNS

The Consultant shall not assign, transfer, convey, pledge, or otherwise dispose of this Agreement or any part of this Agreement without prior written consent of the City.

VIII. NONDISCRIMINATION

Consultant shall, in employment made possible or resulting from this Agreement, ensure that there shall be no unlawful discrimination against any employee or applicant for employment in violation of RCW 49.60.180, as currently written or hereafter amended, or other applicable law prohibiting discrimination, unless based upon a bona fide occupational qualification as provided in RCW 49.60.180 or as otherwise permitted by other applicable law. Further, no person shall be denied or subjected to discrimination in receipt of the benefit of any services or activities made possible by or resulting from this Agreement in violation of RCW 49.60.215 or other applicable law prohibiting discrimination.

IX. HOLD HARMLESS/INDEMNIFICATION

To the greatest extent allowed by law the Contractor shall defend, indemnify and hold the City, its officers, officials, employees and volunteers harmless from any and all

claims, injuries, damages, losses or suits including attorney fees, arising out of or in connection with performance of this Agreement, except for injuries and damages caused by the sole negligence of the City.

Should a court of competent jurisdiction determine that this Agreement is subject to RCW 4.24.115, then, in the event of liability for damages arising out of bodily injury to persons or damages to property caused by or resulting from the concurrent negligence of the Contractor and the City, its officers, officials, employees, and volunteers, the Contractor's liability hereunder shall be only to the extent of the Contractor's negligence. It is further specifically and expressly understood that the indemnification provided herein constitutes the Contractor's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purpose of this indemnification. This waiver has been mutually negotiated by the parties. The provisions of this section shall survive the expiration or termination of this Agreement.

X. LIABILITY INSURANCE COVERAGE

The Consultant shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, or employees. A failure to obtain and maintain such insurance or to file required certificates and endorsements shall be a material breach of this Agreement.

Consultant's maintenance of insurance as required by the agreement shall not be construed to limit the liability of the Consultant to the coverage provided by such insurance, or otherwise limit the City's recourse to any remedy available at law or in equity.

A. Minimum Scope of Insurance

Consultant shall obtain insurance of the types described below:

1. Automobile Liability insurance covering all owned, non-owned, hired and leased vehicles. Coverage shall be as least as broad as Insurance Services Office (ISO) form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage.
2. Commercial General Liability insurance shall be as least as broad as ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, stop-gap independent contractors and personal injury and advertising injury. The City shall be named as an additional insured under the Consultant's Commercial General Liability insurance policy with respect to the work performed for the City using an additional insured endorsement at least as broad as ISO CG 20 26.
3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.
4. Professional Liability insurance appropriate to the Consultant's profession.

B. Minimum Amounts of Insurance

Consultant shall maintain the following insurance limits:

1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.
2. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate.
3. Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and \$1,000,000 policy aggregate limit.

C. Other Insurance Provisions

The insurance policies are to contain, or be endorsed to contain, the following provisions for Automobile Liability and Commercial General Liability insurance:

1. The Consultant's insurance coverage shall be primary insurance as respects the City. Any insurance, self-insurance, or self-insured pool coverage maintained by the City shall be excess of the Consultant's insurance and shall not contribute with it.
2. The Consultant shall provide the City and all Additional Insureds for this services with written notice of any policy cancellation, within two business days of their receipt of such notice.

D. Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best rating of not less than A:VII.

E. Verification of Coverage

Consultant shall furnish the City with original certificates and a copy of the amendatory endorsements, including but not necessarily limited to the additional insured endorsement, evidencing the insurance requirements of the Consultant before commencement of the services.

F. Failure to Maintain Insurance

Failure on the part of the Consultant to maintain the insurance as required shall constitute a material breach of agreement, upon which the City may, after giving five business days' notice to the Consultant to correct the breach, immediately terminate the agreement or, at its discretion, procure or renew such insurance and pay any and all premiums in connection therewith, with any sums so expended to be repaid to the City on demand, or at the sole discretion of the City, offset against funds due the Consultant from the City.

G. City Full Availability of Consultant Limits

If the Consultant maintains higher insurance limits than the minimums shown above, the City shall be insured for the full available limits of Commercial General and Excess or Umbrella liability maintained by the Consultant, irrespective of whether such limits maintained by the Consultant are greater than those required by this agreement or whether any certificate of insurance furnished to the City evidences limits of liability lower than those maintained by the Consultant.

XI. COMPLIANCE WITH LAWS/BUSINESS LICENSE

The Consultant shall comply with all applicable State, Federal, and City laws, ordinances, regulations, and codes. Consultant must obtain a City of Kirkland business license or otherwise comply with Kirkland Municipal Code Chapter 7.02.

XII. FUTURE SUPPORT

The City makes no commitment and assumes no obligations for the support of Consultant activities except as set forth in this Agreement.

XIII. INDEPENDENT CONTRACTOR

Consultant is and shall be at all times during the term of this Agreement an independent contractor and not an employee of the City. Consultant agrees that he or she is solely responsible for the payment of taxes applicable to the services performed under this Agreement and agrees to comply with all federal, state, and local laws regarding the reporting of taxes, maintenance of insurance and records, and all other requirements and obligations imposed on him or her as a result of his or her status as an independent contractor. Consultant is responsible for providing the office space and clerical support necessary for the performance of services under this Agreement. The City shall not be responsible for withholding or otherwise deducting federal income tax or social security or for contributing to the state industrial insurance of unemployment compensation programs or otherwise assuming the duties of an employer with respect to the Consultant or any employee of Consultant.

XIV. EXTENT OF AGREEMENT/MODIFICATION

This Agreement, together with all attachments and addenda, represents the final and completely integrated Agreement between the parties regarding its subject matter and supersedes all prior negotiations, representations, or agreements, either written or oral. This Agreement may be amended only by written instrument properly signed by both parties.

XV. ADDITIONAL WORK

The City may desire to have the Consultant perform work or render services in connection with the project other than provided for by the express intent of this Agreement. Any such work or services shall be considered as additional work, supplemental to this Agreement. This Agreement may be amended only by written instrument properly signed by both parties.

XVI. NON-ENDORSEMENT

As a result of the selection of a consultant to supply services to the City, the consultant agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City.

XVII. NON-COLLUSION

By signature below, the Consultant acknowledges that the person, firm, association, co-partnership or corporation herein named, has not either directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in the preparation or submission of a proposal to the City for consideration in the award of a contract on the specifications contained in this Agreement.

XVIII. WAIVER

Waiver by the City of any breach of any term or condition of this Agreement shall not be construed as a waiver of any other breach.

XIX. ASSIGNMENT AND SUBCONTRACT

The Consultant shall not assign or subcontract any portion of the services contemplated by this Agreement without the prior written consent of the City.

XX. DEBARMENT

Recipient certifies that it is not suspended, debarred, proposed for debarment, declared ineligible or otherwise excluded from contracting with the federal government, or from receiving contracts paid for with federal funds.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the dates written below:

CONSULTANT:

CITY OF KIRKLAND:

By: _____

By: _____
Julie Underwood, Deputy City Manager

Date: _____

Date: _____